

Order / Rev: 704675
 Alt Order #: 06264477
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Romney, M/ RNC
 Product Desc: RNC-ROMNEY
 Estimate: 8
WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|-------------|
| E 3 | WKYC | 08/08/12 | 08/10/12 | M-F 7-9a Today Today Show | CM | 7a-9a | --WTF-- | :30 | 6 | \$850.00 | P-2 | 0.00 | NM | 6 | \$5,100.00 |
| 2X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | | | 6 | \$850.00 | | 0.00 | | | |
| E 4 | WKYC | 08/13/12 | 08/14/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | MT----- | :30 | 2 | \$375.00 | P-2 | 0.00 | NM | 2 | \$750.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | | | | 2 | \$375.00 | | 0.00 | | | |
| E 5 | WKYC | 08/08/12 | 08/10/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | --WTF-- | :30 | 3 | \$550.00 | P-2 | 0.00 | NM | 3 | \$1,650.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | | | 3 | \$550.00 | | 0.00 | | | |
| E 6 | WKYC | 08/13/12 | 08/14/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | MT----- | :30 | 4 | \$425.00 | P-2 | 0.00 | NM | 4 | \$1,700.00 |
| 2X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | | | | 4 | \$425.00 | | 0.00 | | | |
| E 7 | WKYC | 08/08/12 | 08/10/12 | M-F 5-6p News (Olympics) M-F 5-6p News (Olympics) | CM | M-F 5-6P | --WTF-- | :30 | 3 | \$1,000.00 | P-2 | 0.00 | NM | 3 | \$3,000.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | | | 3 | \$1,000.00 | | 0.00 | | | |
| E 8 | WKYC | 08/08/12 | 08/10/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | --WTF-- | :30 | 6 | \$2,500.00 | P-2 | 0.00 | NM | 6 | \$15,000.00 |
| 2X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | | | 6 | \$2,500.00 | | 0.00 | | | |
| E 9 | WKYC | 08/13/12 | 08/14/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | MT----- | :30 | 4 | \$1,800.00 | P-2 | 0.00 | NM | 4 | \$7,200.00 |
| 2X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | | | | 4 | \$1,800.00 | | 0.00 | | | |
| E 10 | WKYC | 08/08/12 | 08/10/12 | Olympics Zone Olympics Zone | CM | Olympics Zone | --WTF-- | :30 | 3 | \$2,500.00 | P-2 | 0.00 | NM | 3 | \$7,500.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | | | 3 | \$2,500.00 | | 0.00 | | | |
| E 11 | WKYC | 08/08/12 | 08/10/12 | Olympics Prime Olympic Primetime | CM | Olympic Primetime | --WTF-- | :30 | 3 | \$12,000.00 | P-2 | 0.00 | NM | 3 | \$36,000.00 |
| 1X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | | | 3 | \$12,000.00 | | 0.00 | | | |
| E 12 | WKYC | 08/13/12 | 08/14/12 | M-F 11-1135p Channel 3 News at 11p M-F | CM | 11-1135p | MT----- | :30 | 4 | \$2,800.00 | P-2 | 0.00 | NM | 4 | \$11,200.00 |
| 2X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | | | | 4 | \$2,800.00 | | 0.00 | | | |
| E 13 | WKYC | 08/13/12 | 08/14/12 | Tonight Show Tonight Show | CM | 1135p-1237a | MT----- | :30 | 4 | \$600.00 | P-2 | 0.00 | NM | 4 | \$2,400.00 |
| 2X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | | | | 4 | \$600.00 | | 0.00 | | | |
| E 14 | WKYC | 08/08/12 | 08/10/12 | Olympic Late News Olympic Late News | CM | 12x-12:35x | --WTF-- | :30 | 6 | \$2,800.00 | P-2 | 0.00 | NM | 6 | \$16,800.00 |
| 2X PER DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | --WTF-- | | | | | 6 | \$2,800.00 | | 0.00 | | | |
| E 15 | WKYC | 08/13/12 | 08/14/12 | | CM | 5a-6a | MT----- | :30 | 4 | \$650.00 | P-2 | 0.00 | NM | 4 | \$2,600.00 |

Order / Rev: 704675
Alt Order #: 06264477
Flight Dates: 08/08/12 - 08/14/12

Advertiser: Romney, M/ RNC
Product Desc: RNC-ROMNEY
Estimate: 8

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|------|-------------------|-----------------|---|-------|---|-----|-------------|-------------|---------------|------|--------|-------|--------------|
| | | | | M-F 5-6a Channel 3 News @ 5AM | | | | | | | | | | |
| 2X PER DAY | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/13/12 | 08/19/12 | MT----- | | 4 | | \$650.00 | | 0.00 | | | | |
| E 16 | WKYC | 08/08/12 | 08/10/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a -- WTF-- | :30 | 6 | \$650.00 | P-2 | 0.00 | NM | 6 | \$3,900.00 |
| 2X PER DAY | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | -- WTF-- | | 6 | | \$650.00 | | 0.00 | | | | |
| E 17 | WKYC | 08/11/12 | 08/11/12 | Olympics Weekend DT Olympics Weekend DT | CM | Olympics Weekenc- - - - S- (9:00 AM-6:00 PM) | :30 | 4 | \$1,800.00 | P-2 | 0.00 | NM | 4 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | - - - - - S- | | 4 | | \$1,800.00 | | 0.00 | | | | |
| E 18 | WKYC | 08/11/12 | 08/11/12 | Olympics Prime Olympic Primetime | CM | Olympic Primetime- - - - S- | :30 | 2 | \$12,000.00 | P-2 | 0.00 | NM | 2 | \$24,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | - - - - - S- | | 2 | | \$12,000.00 | | 0.00 | | | | |
| E 19 | WKYC | 08/12/12 | 08/12/12 | Olympics Weekend DT Olympics Weekend DT | CM | Olympics Weekenc- - - - - S | :30 | 4 | \$1,800.00 | P-2 | 0.00 | NM | 4 | \$7,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | - - - - - S | | 4 | | \$1,800.00 | | 0.00 | | | | |
| E 20 | WKYC | 08/12/12 | 08/12/12 | Sun 6-630p Channel 3 News at 6p SUN | CM | 6-630p - - - - - S | :30 | 2 | \$1,800.00 | P-2 | 0.00 | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | - - - - - S | | 2 | | \$1,800.00 | | 0.00 | | | | |
| E 21 | WKYC | 08/12/12 | 08/12/12 | Olympics Closing Cerem Olympics Closing Ceremonies | CM | Olympics Closing C- - - - - S | :30 | 1 | \$15,000.00 | P-2 | 0.00 | NM | 1 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | - - - - - S | | 1 | | \$15,000.00 | | 0.00 | | | | |
| E 22 | WKYC | 08/12/12 | 08/12/12 | Olympic Late News Olympic Late News | CM | 12x-12:35x - - - - - S | :30 | 2 | \$2,400.00 | P-2 | 0.00 | NM | 2 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/06/12 | 08/12/12 | - - - - - S | | 2 | | \$2,400.00 | | 0.00 | | | | |
| | | | | | | | | | | | | Totals | 83 | \$185,100.00 |